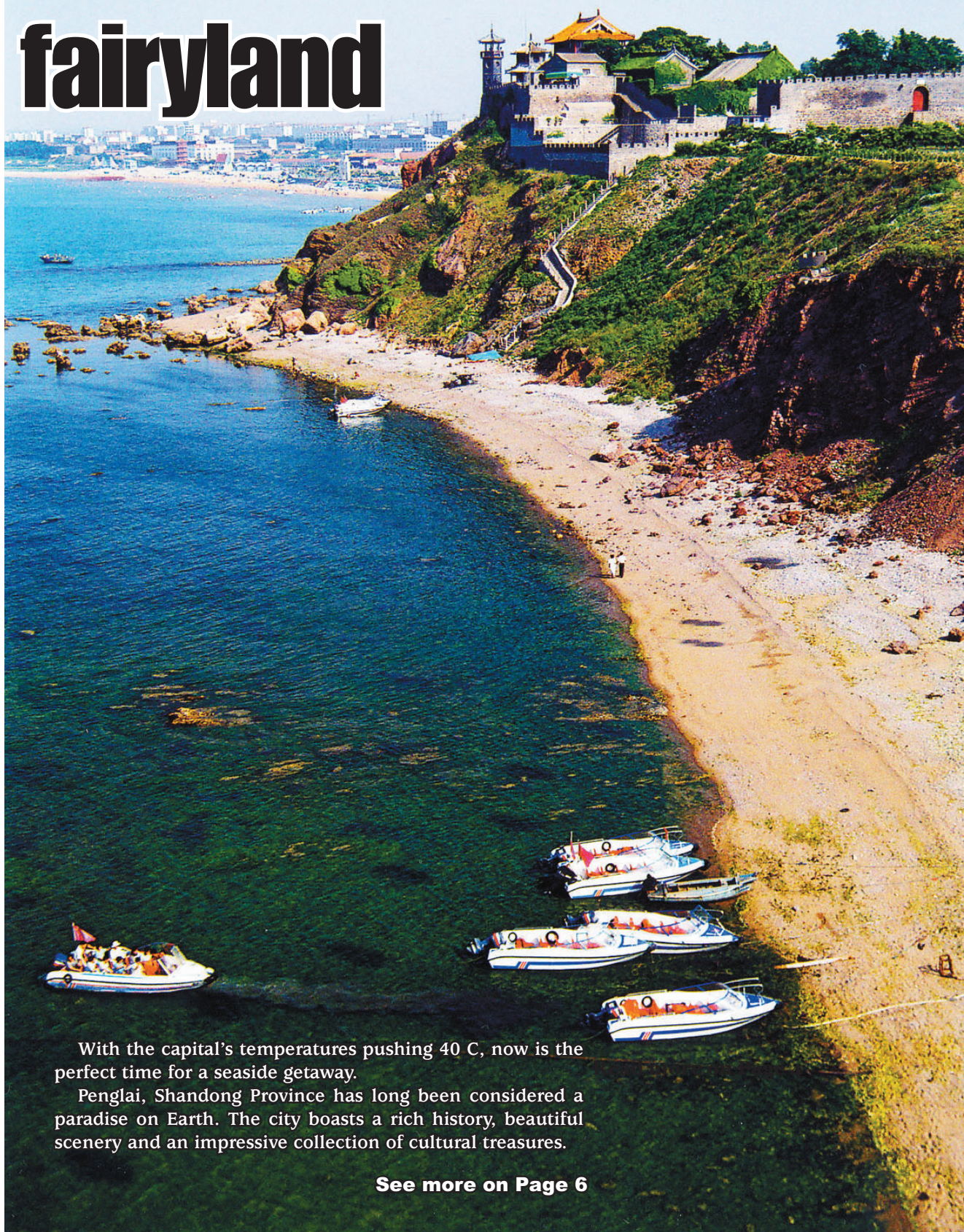


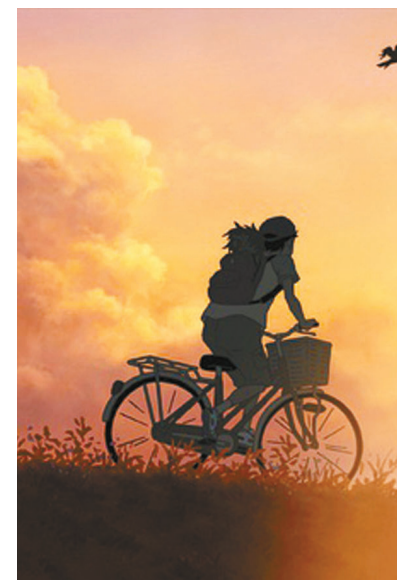
Shandong's coastal fairyland



With the capital's temperatures pushing 40 C, now is the perfect time for a seaside getaway.

Penglai, Shandong Province has long been considered a paradise on Earth. The city boasts a rich history, beautiful scenery and an impressive collection of cultural treasures.

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Embassy opens film fest of anime

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360 strategist makes genes her business

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Asia's biggest model UN kicks off

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Global south set to rise in UNDP report

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360's strategic director sees value in gene tests

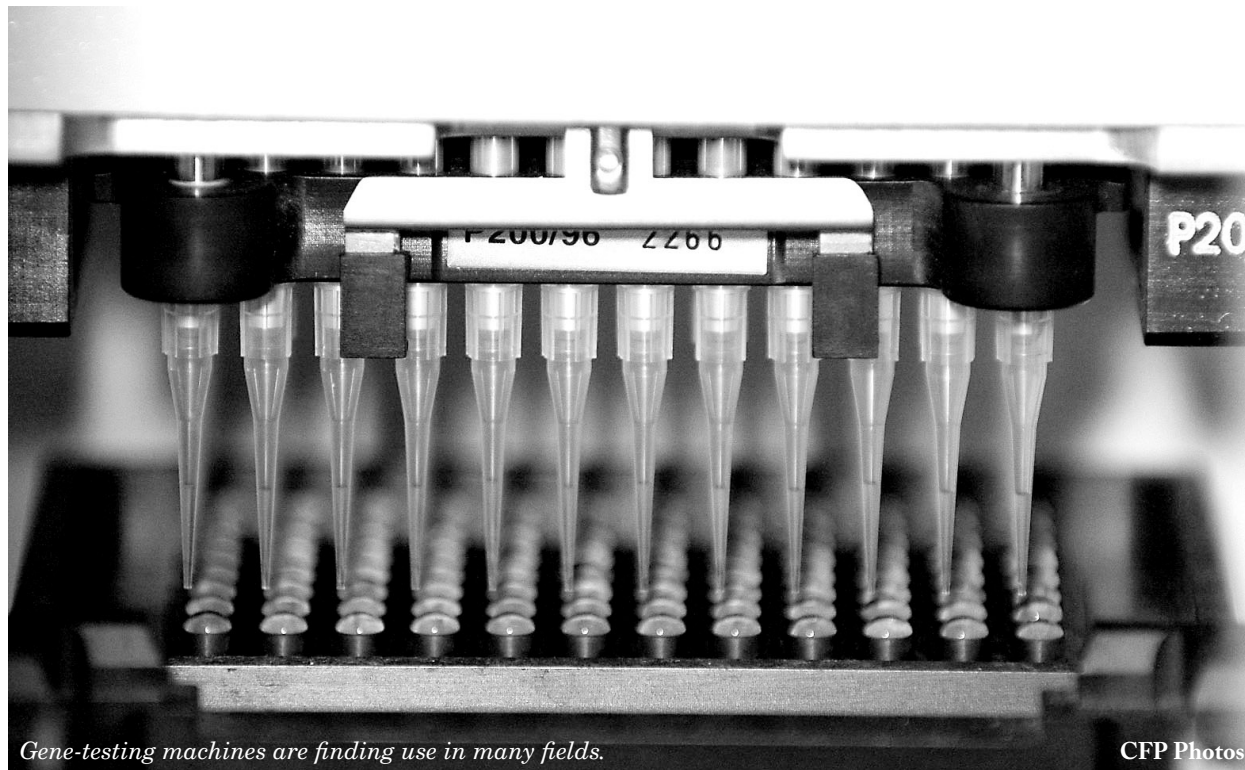
By Bao Chengrong

Angelina Jolie's shocking choice to undergo a double mastectomy to prevent breast cancer left many women wondering whether they should consider getting a gene test.

But in China, expensive and incomplete genetic testing products have failed to win the trust of consumers.

That's where Zhao Wei, former strategic director of 360, found an opening.

Zhao has been working with biologist Chen Xiaodi on the next generation of genetic testing service. Her's provides more than 70 tests that are relevant to daily life and costs a total of 1,555 yuan to pre-order.



Gene-testing machines are finding use in many fields.

CFP Photos

Market for testing

"Genetic testing is an unexploited gold mine. Everyone needs it, but most people have not done it," Zhao said. "The health management today only focuses on managing one's current health condition rather than optimized care based on genetic testing results."

Zhao noticed the value of genetic testing in 2011 when her mother developed a brain tumor. She feared she might be at high risk of developing a similar tumor and began the search for a gene test.

Many medical labs offered tests, but most cost more than 20,000 yuan. One test, conducted by 23andMe, a pioneer in the field in US, cost just \$299 (1,800 yuan).

A year later, Zhao built 360jiyin.com, an online platform open to Chinese nationals who want to a gene test. By registering as a member and sending 2 milliliters of saliva to the company, one can view an online report that lists disease susceptibility and suggestions on health management and medication.

Zhao cooperated with Beijing Institute of Genomics at Chinese Academy of Sciences to ensure every user's genetic testing report is professional, but what makes 360jiyin useful is the way it interprets the

data and provides suggestions.

Testing aids in medicine

360jiyin warns patients to be careful about taking certain medicines based on their individual metabolism.

Official data shows that roughly 2.5 million people in China get sick and need hospitalization because of improper use of drugs: as many as 20,000 of them die every year.

The incidence of adverse drug reaction among children is as high as 12.9 percent.

Zhao said safe medicine must consider both drug interaction as well as how a patient's individual system will respond to a drug: the latter has a lot to do with one's genes.

"If your drug metabolic enzyme function is stronger than normal, some medicines can be expelled from your body before they reach an effective dose in your blood," Chen said. "If your drug metabolic enzyme function is weaker, some medicines may linger in your body

and lead to side effects."

Zhao said it is especially important for

elders, as many of them take long-term medication. Drugs that accumulate in their system could seriously damage liver and renal function.

"I took a look at the medicines my father uses and found many Western medicines had notes about their relationship with certain genes. But no patients can understand how that relates to them without a gene test. Doctors don't pay much attention to it either since they cannot access a patient's genetic data," Zhao said.

Aspirin is one of the most common drugs that could be better administered after a gene test. Users who have high risks of cerebral thrombosis or hypertension are often advised to take a small dose of aspirin after they turn 40. But for some patients, that may increase their risk of cerebral hemorrhage.

Weeding out bad genes

Genetic testing also helps parents to find hidden single-gene disorders in their babies. If both the mother and father carry single-gene disorders, there is 25 percent chance their child will develop the disease.

Chen said phenylketonuria (PKU) is one of the best documented of these diseases. When it is not detected, it can cause an infant to lag in intellectual development after the sixth month. Strict dietary controls can prevent this if it is caught early.

In the first generation, Zhao was using DNA sequencing technology by Illumina. However, Illumina's technology was too expensive and didn't contain many of the tests that Zhao considered important.

She contracted Illumina to design a new sequencer for the second generation product. The tests help users to assess their character, their ability to absorb nutrients and their resistance to disease and pollution.



In the UK, pharmacies can adjust a patient's dosage according to their genetic data.

Chen applied his research on Asian genetic study in interpreting the data. He said some genes that greatly affect Europeans are not important in Asian populations.

Zhao changed the interpretation from focusing on risk assessment to defense assessment.

"The first generation product made people dread the results, because among the 30 tumor tests most would be at risk for at least nine of them," she said.

"Focusing on resistance makes you feel that you can do something to alter your habits and improve the areas where you are deficient."

Zhao said users of the product and 360jiyin's counselors are communicating using QQ group chat. She plans to organize offline activities for anyone interested in learning more about genetics.

Zhao Jia, founder of 360jiyin

Students prep for Model UN Expo 2013

By Bao Chengrong

We Model United Nations (WEMUN) Expo 2013, Asia's largest model UN conference, began in Beijing on Wednesday.

This year's conference will draw 1,800 participants from more than 30 countries, according to the organizer WELAND, an education platform that helps young Chinese broaden their outlook and build leadership skills.

In the run up to the conference, WELAND is inviting some of the best delegates from past years to share their experience with this year's participants.

Ye Sitong, the best delegate at the WEMUN EXPO 2011 and an outstanding delegate at Yale's MUN in 2012, recalled one debate about establishing prisons in Somalia with her team members. The roundtable session ended in a late night meal and is one of her fondest memories of the model UN.

At the training camp, Ye met her mentor Christine Deakers, who taught public speaking.

She said she still remembered the speech topic she was given during her last class: is classical music the best genre? She said she



We Model United Nations draws thousands of young students every year.

Photos by WELAND

did her best to speak enthusiastically about classical music, and was surprised to learn Deakers shared her love of the arts while reading the comments on her presentation.

But a model UN is very difficult. Ye was almost beaten by the Indian delegates in the second conference. She felt pressured, but struck back during the next day with a new plan to avert a crisis.

"If I had a chance to meet with our Indian colleagues, I would tell them they really deserved to be nominated for Best Delegate," Ye said.

Liu Zhichao, a member of WELAND, said the WEMUN is recognized by US universities and visa officers.

More than 1,500 former participants have been accepted to top universities around the world. But WEMUN has not yet won wide recognition among Chinese parents, as many expect their children to focus on the traditional curriculum.

WEMUNC was created in 2008. Every summer, it attracts participants from foreign Model UNs such as those in Harvard University, University of Pennsylvania, University of California, Berkeley and University of Boston.

Global Vision's junior team visits Canada

By Bao Chengrong

The first group of 26 student delegates in Global Vision Junior Team China headed to Canada for a two-week visit on July 15. The trip is intended to give Chinese youth a chance to communicate with Canada's political and business elites.

Their first destination was Ottawa, Canada's capital and a friendship city of Beijing.

Jim Watson, mayor of Ottawa, was present to welcome the delegate team. Watson was a former Global Vision participant during his teen years.

After the meetings, the delegates broke into four groups, each led by a supervising former member of Global Vision Junior Team Canada.

Liu Siyuan, one of delegates, was excited to share the meeting with officials with the Department of Foreign



Chinese students at Global Vision in Canada

Photos provided by Global Vision

Affairs, Trade and Development on July 18 via Sina Weibo. Before the meeting, Terry Clifford, director of Global Vision, spoke about a guidance to the delegates. Clifford also arranged a leadership training session called "Five Steps to Lead."

The young visitors also toured Canadian universities and organizations, including Export Development Canada, a Canadian export credit agency and Invest Ottawa, an organization that provides incubation and mentorship support to startups.

Global Vision, established in 1991, is a Canadian national non-profit. Its goal is to inspire young Canadians through education and hands-on experience to become leaders who can make a difference in their communities. It also promotes Canadian culture and industry.

UNESCO begins collection of youth projects



Youth are the main participants in UNESCO's Youth Forum.



Photos provided by CSETC

By Liu Xiaochen

UNESCO has issued a call for youth-organized projects that it will be able to implement and endorse at the 8th UNESCO Youth Forum in October.

Leaders and members in youth organizations, as well as active project leaders who have established non-governmental organizations and young entrepreneurs, can submit their project ideas.

UNESCO is inviting eligible participants to submit

proposals for projects at the community, national or regional level.

An independent international jury will shortlist 45 projects by the end of September and their creators will be asked to submit a one-minute video describing each.

These 45 short films will be available online by mid-October.

During the 8th UNESCO Youth Forum, young participants will examine and discuss the 45 projects and

choose 15, three from each UNESCO region.

On October 31, the 15 projects selected by the 8th UNESCO Youth Forum will be announced and presented at the 37th UNESCO General Conference in November.

The selected projects, expected to be in line with the UNESCO Youth Strategy 2014-2021, will be one of the major contributions of the 8th UNESCO Youth Forum, to be held at the organization's headquarters in Paris

from October 29 to 31.

As this year's forum is about "Youth and Social Inclusion," young people are encouraged to submit recommendations to UNESCO's 195 member state representatives.

The biennial UNESCO Youth Forum convenes on the eve of the UNESCO General Conference. As many as 400 young participants from all over the world gather to exchange views, share experiences and identify shared problems.

This is the first time that UNESCO Youth Forum will not only include strategic recommendations, but also select, support and plan innovative and concrete actions to enact positive change.

The forum has been held by young people to promote social inclusion, civic engagement and participation, social entrepreneurship and innovation, violence prevention, intercultural dialogue and skill development.

China to negotiate about bilateral investment with the US

By Liu Xiaochen

After a two-day talk between senior officials from China and the US, China announced its plans to negotiate a bilateral investment treaty with the US to encourage openness, nondiscrimination and transparency in all sectors of investment.

On July 11, US Treasury Secretary Jacob Lew said the announcement is a significant breakthrough, and the first such between China and another country. He encouraged further Chinese reforms.

"Both sides made real progress that will create new economic opportunities during the fifth US-China Strategic and Economic Dialogue. A prosperous China is not only good for China, but it's good for the United States and for the whole world," Lew said.

"China's leaders are undertaking an ambitious set of reforms that will reorient China's economy towards domestic consumption and away



US Treasury Secretary Jacob Lew and Chinese Vice Premier Wang Yang at the joint meeting
CFP Photo

from exports, heavy industry and investments," he said.

"Going forward, China's leaders have indicated that they will continue to make significant changes to the exchange rate system, the financial system, state-owned enterprises and the existing mix of taxes on businesses. We welcome the important step that China's leaders have

taken and encourage them to follow through on the commitments they've made."

According to the Treasury Department fact sheet on July 12, the proposed investment treaty would cover all phases of investment, including market access and all sectors of the Chinese economy.

"China's decision to enter the negotiations demon-

strates its commitment to opening markets and its knowledge of the benefits that action would bring to both countries. There is an overlap of interest, because as China moves toward more openness in its exchange and interest rates and its economic system, it's going to mean more growth in China and more opportunity for US exports to China," he said.

Deputy Secretary of State William Burns said China and the US are dependent on each other for their success.

Building a more constructive and cooperative relationship is vital to the future of both countries and will help contribute to a more peaceful, stable and prosperous world, he said.

"It is a simple fact that effectively addressing today's international challenges, from climate change to nuclear proliferation and poverty, to cybersecurity, requires [an] active and sustained partner-

ship between China and the US," Burns said.

Officials from China and the US did not specify when the bilateral negotiations began.

At present, the US has invested more than \$70 billion (430 billion yuan) in China while China has invested more than \$20 billion and it continued the momentum of steady growth.

The yuan exchange rate is no longer a hot topic in the current round of economic talks, but the US officials expressed the hope for the currency's further appreciation.

Chinese vice Premier Wang Yang said the US has promised fair treatment to Chinese enterprises who invest in the US and an open investment environment for Chinese investors – including state-owned enterprises.

The US Committee on Foreign Investment reviews are focused exclusively on national security, not economic policy, Lew said.

UNDP issues report on the rise of developing nations

By Liu Xiaochen

Total economic output from the Top 3 developing countries – Brazil, China and India – is on track to overtake the combined output of the Top 6 developed countries – Canada, France, Germany, Italy, the UK and the US.

The forecast was part of the UNDP's 2013 Human Development Report released last month.

Named "The Rise of the South: Human Progress in a Diverse World," the report examines the profound shift in global dynamics driven by rising powers in the developing world and its long-term implications for human development.

Trade and technological

cooperation between countries in the south are the main factors driving growth. The speed and scale are unprecedented, the report says.

China has already overtaken Japan as the world's second biggest economy while lifting hundreds of millions of its people out of poverty; India is reshaping its future with new entrepreneurial creativity and innovative social policy; and Brazil is lifting its living standards through expanding international relationships and antipoverty programs that are emulated worldwide, the report says.

The report also analyzed a much larger phenomenon in Turkey, Mexico, Thailand, South Africa and Indonesia, which are also becoming lead-



This year's report

ing actors on the world stage.

These developing countries are gaining political influence while pushing millions of new people into the middle class.

The report included the human development index of

the countries, which showed marked improvement in both income and non-income measurements between 1990 and 2012. It introduced new push factors for urging transformation ahead and suggested key points in future policy.

In order to help the global south better utilize its knowledge and technology, the report calls for the establishment of a new mechanism to promote regional integration and south-to-south cooperation.

With the report, UNDP can play an important role in both the cooperation and the sharing of the knowledge and experience among governments, societies and transnational corporations, enabling them to learn from each other.

The 2013 report identified four specific areas that can play an important role in maintaining the momentum of development: promoting gender equality, strengthening civil discourse; and giving young people the right to participate.

These are essential to coping with environmental stress and population shifts.

It also advised that economic growth alone does not guarantee human development.

Continual progress depends on investment in education, nutrition, health, work skills and other aspects of poverty alleviation. Public investment should be used to expand capacity, give people the chance to get a decent job and ensure continuous progress.

Japanese embassy begins month of free anime movies



Screening at the News and Press Center of the Japanese Embassy in Beijing

Photos provided by Japanese Embassy



Summer Days With Coo 3



Summer Days With Coo 1

By Liu Xiaochen

July and August are the time for animated films at the News and Culture Center of the Japanese embassy. For young fans of Japan's comic books and animated films, this means a chance to watch for free.

The embassy is preparing a series of "cool" cartoons with the theme of summer for visitors.

The ever-popular *The Girl Who Leapt Through Time* screened on July 11. The award-winning work is a favorite of the Arts Festival circuit and the Japanese Film Awards.

On July 25, it followed with a screening of the animated film *Summer Days With Coo*. The movie describes the friendship between a young kappa, a water monster in Japanese folklore, and a young boy. The movie examines many of Japan's contemporary social problems.

More movies are coming this month, but the embassy has been tight-lipped about which will be available.

The films are screened in original Japanese dialogue with subtitles in Chinese.



The Girl Who Leapt Through Time

Ethereal beauty by the sea in Penglai

Rich history

Penglai has been considered a paradise on Earth since ancient times. The city is home to one of the three mountains of the Bohai Sea that was supposedly inhabited by immortals.

According to legend, Penglai was known for its immortals even before the reign of Qin Shihuang. The first emperor traveled there in 219 BC seeking an elixir that would grant him everlasting life.

According to the legend, the emperor stood on the beach and saw the sea before him with no mountains in sight. Then he caught a glimpse of a speck of red amidst the waves. Locals told him it was an island inhabited by immortals, but that no one knew its name.

Seeing the seaweed drifting in the water, Qin Shihuang decided to name it Penglai, an ancient term for seaweed.

Penglai is depicted in many Chinese classics, such as *Romance of the Three Kingdoms*, *Journey to the West*, *A Dream of Red Mansions* and *Travels of Laozan*. It's also the setting of the famous myth about the Eight Immortals *Crossing the Sea*.

Sightseeing

The Penglai Pavilion is the city's most important scenic destination and the most forgotten member of the Four Great Towers of China, which also include Yellow Crane Tower, Yueyang Tower and Pavilion of Prince Teng.

A complex of temples, gardens, pavilions, terraces and open halls are distributed across the area. One particular bridge below the pavilion is associated with the myth of the Eight Immortals.

The area includes the Amitabha Temple, Dragon Palace, Temple of the Queen

By Liu Xiaochen

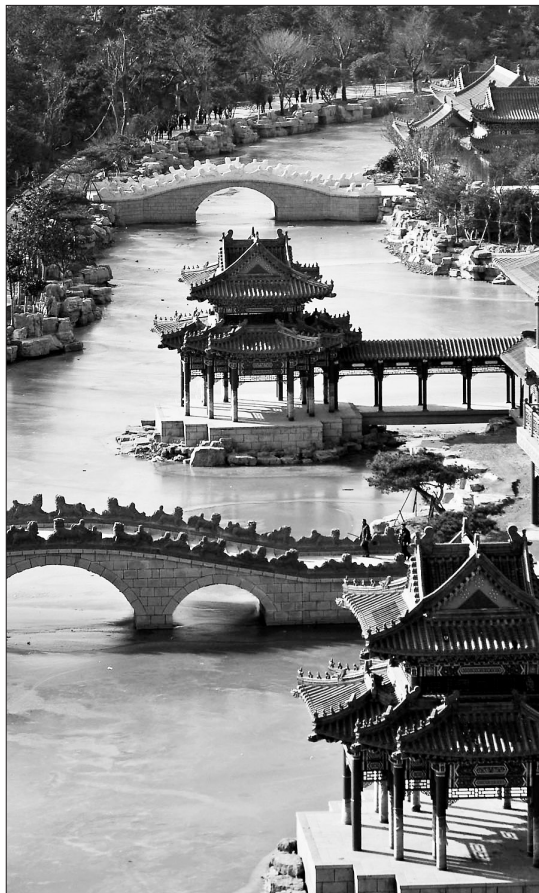
When talking about traveling in Shandong Province, most people think of the major cities Jinan and Qingdao.

But travelers looking for a more scenic experience would be better advised to visit Penglai, a "fairylane" popular with China's ancient writers.

The city is a short trip from the nearby coastal city of Yantai in northeast Shandong Province.



The legendary home of the Eight Immortals in Penglai



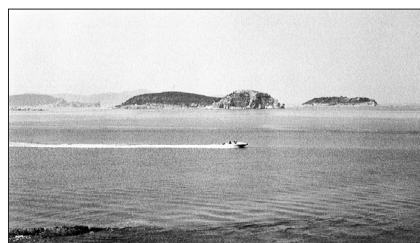
Penglai's traditional school offers scenic.



Newly built Sea World



Where the Yellow Sea and Bohai Sea meet.



Distance view of Penglai

CFP Photos

of Heaven, Pavilion of Penglai, Sanqing Hall and Lüzu Hall.

Mount Sanxian is another popular destination near the pavilion. It is an expansive scenic area open to exploration.

Penglai Watertown is located northwest side of Penglai. The area, bounded by mountains and sea, was an ancient docking site for warships. Its features include a water gate, piers, lighthouses, walls, towers, turrets and well preserved coastal defense structures. It is one of the best preserved ancient naval bases.

Food and drink

As a coastal city, seafood such as red sea bream, sea cucumbers, shrimp, abalones, scallops and oysters are the freshest and most economical choices for visitors.

The city also has a collection of very unusual small dishes.

Penglai's spiced, corned donkey was popular in Qing Dynasty. The best quality corned donkey is red, transparent and fresh tasting. It is often ordered to go with strong alcohol when drinking with friends. You can find it at any market and most hotels.

Penglai noodles are another traditional food. The noodles are hand-pulled to be thin and stretchy and mixed with a sauce made of red snapper. They are often sold for breakfast in Penglai's smaller restaurants.

Getting There:

Air: Fly to Yantai, Qingdao or Jinan, then take a long distance bus to Penglai.

Rail: Take a train to Yantai, Qingdao or Jinan from Beijing Railway Station or Beijing Railway Station South, then take a long distance bus to Penglai.



The newly built Penglai School has many ancient-looking buildings.

Hotel

F1 themed bubblicious Sunday brunch

This F1 themed brunch features an international assortment of cold and hot dishes, a sumptuous seafood selection and the Westin's signature Super Foods corner.

To cater to children, Daily Treats prepares desserts, confections and candies that every child is sure to enjoy. It also has a kid's corner to keep children busy while mom and dad enjoy their brunch.



The restaurant will be decorated with F1 championship elements during the brunch.

Where: Seasonal Tastes, 2F, Westin Beijing Chaoyang, 7 Dongsanhuan Bei Lu, Chaoyang District

When: Every Saturday in August, 11:30 am – 3 pm

Cost: 498 yuan; 428 yuan (25 percent gratuity)
Tel: 5922 8880

Mooncake boxes by Sofitel Wanda

Sofitel Wanda Beijing is offering seven beautiful mooncake sets. From its Imperial box to its Voyage box, you are sure to find the perfect gift.

Celebrate the Mid-autumn Festival with these tasty traditional pastries. A French style box is also being designed in collaboration with an art gallery.

The cartoon box may interest you, if you are looking for something fun.

For more information or reservations, call the hotel or come and taste the mooncakes in person.

Where: Sofitel Wanda Beijing, Tower C, Wanda Plaza, 93 Jianguo Lu, Chaoyang District
Tel: 8535 3168

Beer Garden at Traders Hotel

Traders Hotel, Beijing opened its Beer Garden on July 12. The garden will be open from 6 to 10 pm throughout the summer.

The Beer Garden serves a barbecue buffet for 198 yuan, including a variety of kabobs,



local snacks, salads and free draft beer.

Where: Traders Hotel, 1 Jianguomen Wai Dajie, Chaoyang District

When: Everyday, 6-10 pm

Cost: 198 yuan per person

Tel: 6505 2277 ext. 35

The Wonders of Eataly

Come to Prego Italian restaurant for all-you-can-eat-pizza-and-pasta!

Prego is taking diners on a culinary journey through some of the famous regions of Italy where traditional recipes get a twist of creativity and a modern touch.

Where: Prego Italian restaurant, 1F, Westin Beijing, 9 Jinrong Jie, Xicheng District

When: Saturdays, until the end of August, 11:30 am – 2 pm

Cost: 200 yuan per person for the pizza and pasta, add 50 yuan for Tsingtao Beer

Tel: 6629 7815

Email: F&B.Beijing@westin.com

Dining

Sunday evening tropical BBQ at Más

It's summer, the perfect time for barbecue! Come by Sundays from 6 to 11 pm and enjoy tropical-inspired grilled tapas. Más serves up small portions at reasonable prices: perfect for sharing.

Where: Más, 25 Beixinqiao Toutiao, Dongcheng District

When: Every Sunday, 6-11 pm

Tel: 6405 4337

BBQ and seafood dinner buffet

Enjoy this buffet dinner with seafood and American barbecue. The buffet also includes a diverse range of homemade baked goods, pastas, Chinese snacks and freshly made French crepes.

The buffet costs 288 yuan and includes a half Boston lobster and free beers, imported wines and soft drinks, or 258 yuan for just the soft drinks.

Where: La Vie Restaurant, 16a Xi Dawang Lu, Chaoyang District

When: Daily through September, 5:30-9:30 pm

Cost: 288 yuan or 258 yuan per person (15 percent gratuity)

Tel: 8795 6688

Wine



Countdown to the 2014 International Grape Conference begins in Yanqing

The slogan and logo of the 2014 International Grape Conference, "Up to the Great Wall, Back to the Nature," was announced on July 29 in Yanqing, marking the start of the countdown to the event.

The conference, held every four years, is an international platform for discussing academic studies and technological achievements in grape and wine producing countries.

China won the bid to host the conference in August 2010. The five-day conference will span July 29 to August 2, 2014.

Class

Monthly intensive Chinese class at Sanlitun

To get Chinese learners up to conversational ability, MY Chinese Study is offering a one-month course in intensive mandarin that focuses mainly on speaking. Teachers use custom techniques and materials edited by the MY Chinese Study teaching team. Lessons are adjusted according to the students' real needs and built around important topics.

Option 1:

Schedule: Monday to Friday, 9:30-12:30 am and 1:30-4:30 pm, 6 hours per day

Tuition: 7,200 yuan

Option 2:

Schedule 2: Monday to Friday, 1:30-4:30 pm, 3 hours per day

Tuition: 3,600 yuan

Section: One month, 4 weeks

Start Date: August 5

Registration and textbook fees are included in tuition. Oral Chinese training software is provided free of charge: a 128 yuan value!

Where: Room 323, 3F, Building 3, Sanlitun SOHO, 8 Gongti Bei Lu, Chaoyang District

Tel: 8590 0698



Website: mychinesestudy.com
Email: info@mychinesestudy.com

(By Jackie Zhang)

Beijing Youth Camp International



Beijing Youth Camp International received its first bunch of 84 participants for a two-day training session at the site in Miyun District on July 11. The participants are Communist Youth League cadres from Beijing Tobacco and Beijing Capital Development Holding (Group) Co. Ltd. Apart from learning theory from a series of speeches, they also joined in outdoor activities such as orienteering.



About BYCI

Initiated by the Communist League Committee of Beijing, BYCI caters to young people seeking to experience

nature and develop social responsibility and healthy habits. The camp provides a comprehensive outdoor training programs to youth in and out of Beijing, as from well as countries around the world.

Chang Yu, secretary of the Communist League Committee of Beijing, is its chairman. Guo Weijie, deputy secretary of the committee, is its executive chairman.

BYCI is owned in joint by five companies: Beijing Education Media of Beijing Youth Daily Group, Green Gloves Outdoor Sports, Aijia Investment Holding, Huawei Meilin Investment Holding and Beijing Wumingju Food. The five companies established Beijing Sunshine Outdoor Sports to operate the camp.

Under the supervision of the Municipal Communist League Committee and support of the Miyun District government and Gelaoyu Village, BYCI broke ground in early April. It is expected to become a world-class campsite in three years: an ideal spot to teach youth the values of charity, teamwork and communication.

Beijing Education Media, along with the committee's Social Affairs Department, is responsible for the construction, planning and management of the camp.

The main office is at the Beijing Youth Daily building. Beijing Education Media has a team of 30 who maintain the daily operations of the camp.



BYCI's market:

- Connecting youth with nature
- Outdoor sports and diversified leisure sports paradise
- Comprehensive outdoor sports base, including hiking, mountain biking and orienteering
- Camping and outdoor competition
- New business models exploring social enterprises

BYCI functions:

- Camping
- Hiking, bicycling, ATV-riding
- Rock climbing, paintball
- International cooperation: com-

munication between domestic and overseas nature lovers

- Competition: international orienteering and other competitions

BYCI's commission:

We are planning to spend three years building a large outdoor camping center in Miyun District, and several activity centers in the downtown area.

BYCI's 2013 plans:

By the end of this year, BYCI will have a 1,000-square-meter office and hectare display area in the Red Scarf Park, and will build Beijing Youth Camp International bases.